

# Your Stories Are Your Magic

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Hi! I'm Sandi — a constant learner, wanna-be crafter, and a story connoisseur. I love an extremely simple life, but also enjoy the exploration of all kinds of nouns (people, places and things). That probably confirms I'm also a homeschool mom. Thanks for honoring me by subscribing to get my storytelling tips. Along with your mindset, your stories truly are your magic. I'm hopeful this training helps you in every area of your personal and professional life! Cheering for you!

To rewatch my training, click here:

<https://vimeo.com/oilygurus/your-stories-are-your-magic>

I was sitting on a beach in Santa Monica, CA, staring at the waves — praying, breathing in the salty air, ignoring everyone around. I was alone, thinking about this new (to me) company I had just joined.

I didn't know much, but I knew I loved several of these “new-to-me” essential oil blends — Peace & Calming, Valor. I mean, wow...they were incredible. And I was excited.

On one hand, I loved how I was feeling. On the other hand, the friend who shared stories with me about this company had just advanced in the company. When I checked out what that meant, I thought, if a precious, introverted homeschool mom of 5 could do this....maybe I could get too.

But, I had some fears. I was worried if I pursued this network marketing company, I'd lose friends. What if people think I'm salesy, spammy, scammy? What if I can't even afford to cover the cost of the products I was falling in love with? What if I didn't love it?

## **Who wants to level up? On a scale of 1-10....**

Let's talk about EFFECTIVE STORYTELLING. Your Stories are Your Magic! (Stories, along with MINDSET, are your magic. But for today, we're talking about STORIES.)

- Stories change the world.
- Stories change lives.
- Stories changed my life.
- YOUR life can change if you listen to stories.
- YOU can change lives.
- YOUR stories matter.

**On a scale of 1-10, where do you think you are right now, with the art of storytelling?**

1 = have a lot to learn in this area

10 = everyone says 'yes' to whatever I'm offering after I share a story

Your measure of success: Ask yourself: **“Do those I share my story with take the VERY next step after I'm done? If they do, I'm having success at storytelling!**

Eric Worre (author of Go Pro) said in a recent training “Our income is limited only by our imagination.” This doesn't mean we make up our stories. It means we learn to creatively and effectively tell stories — in a COMPELLING way.

What does this mean? When we COMPEL the listener to take the next step — whatever the next step is, we have had success! (Did they watch a video, attend a class, buy a product, read a blog post, trying the energy product for 30 days, try the lotion sample I gave them for 7 days, share on social media x days in a row, subscribing to a text class / or mentorship).

Look closely at that metric. *What percentage of people are saying YES to you?*

**Rank yourself again...on a scale of 1 to 10, how effective are you right now, at storytelling?**

Someone once said, “The person with the most skills is the person who wins.” This also means, “The team with the most skills is the team who wins.”

This means a KEY TO SUCCESS is: Learn storytelling skills, then HELP your colleagues / brand partners learn storytelling skills. Storytelling is your “career” if you're selling ANYTHING. Master it.

Pat Quinn is a story coach (search him out). He's fantastic! I've learned so much from him and am sharing some of that with you today.

Whether you're new or have been around a long time, keep a growth mindset.

Maybe you're good at storytelling already, and have had huge success. That's not enough if you want to grow your income, level up, and help more people.

Maybe YOU have super storytelling skills, but you're lacking in the skills you need to teach others how to do it. The way to level up, and go from a mediocre or even strong leader...to a hall of fame level leader is to help those you're working with share stories effectively, and master storytelling themselves.

That is literally your magic...and the beautiful thing is it's in YOUR hands. You get to control when you share stories, how, and where. You get to decide if you share at 70% of your potential, or IF you master storytelling, you'll share stories at closer to 100% of your potential. Don't live at 70%. That's no fun, and someone out there needs YOUR story. Share a story every day.

A question to ask: HOW CONFIDENT AM I in my storytelling skills?

Now ask, HOW CONFIDENT AM I in MENTORING? In coaching others about their storytelling?

It's two different skillsets, so keep that in mind. Being a great storyteller will get you to a certain level, but if you want to go farther, you'll want to teach others to do it too. As you're developing your skills, point your members to videos like this one, or other trainings, books, and other experts who are already where you'd like to be. They can be people you know, or people you don't know — like Pat Quinn, Eric Worre, etc.

## **SKILLS TRAINING**

Time for some tips and training!! Okay, In ALL types of presentations (sharing about products, sharing about the income opportunity, sharing about essential rewards, inviting someone to your team retreat, or to a class....) ...**ANY TIME you're asking someone to do something, you're presenting.....** You **\*ALWAYS\*** want to START with a STORY. Tonight we'll talk about the 3 sections of a story: Before > Pivot > Now/After

**BEFORE > PIVOT > AFTER (now) \*Every story should have these three parts.**

### **1. BEFORE**

This is what life was like before you did xyz, what life was like before you started with a product, or income opportunity, or before you watched a video, or read a book, etc. So, for example, "**Before** I started with this company, I was worried people would think I was weird, salesy, spammy. I was worried about money, that I might not even be able to cover the cost of these products. I was struggling and wanted a job I LOVED.

### **2. PIVOT**

THEN what happened (a friend shared a video, or, I saw a friend have success, or a mentor told me I'd NEVER have to be weird or salesy, read a couple amazing books to help me understand it all better, joined a training pod, walked through mentorship, etc.)

### **3. NOW/AFTER**

How things changed... "Now, people can tell I'm not being spammy/salesy, and I love my confidence in this area." Or, "I get so many yeses, I'm not sure where they're

coming from!” Or, “Now, I am finally making as much as I dreamed possible and it’s a job I LOVE.” Or, “Now, my income more than covers my orders each month!” Or, “Not only did I not lose friends, but I have **more** friends now than I did the day I ordered my products!”

**Remember these key parts for EVERY STORY!!**

**THREE MORE STORYTELLING TIPS:**

**1. WHO’S YOUR AUDIENCE?**

Make sure you know who you’re talking to. Know their needs. Make sure stories are relevant and your before and after are relatable. **FOR EXAMPLE:** If you say, “I was selling off all my kids’ toys, and not eating for days” as your “before” some people won’t be able to relate to that.....you’ll miss the mark. They may literally be fine, but have a different NEED/DESIRE. They may have a great job and not be in desperation. But they might want to save up for a yearly family vacation. WHO IS YOUR AUDIENCE? I’m sharing my BUSINESS story, because most of you are brand partners and sharing Young Living, and want to learn a skill of story telling.... So I shared that part of my story. Remember, EVERY part of your life has a story. EVERY part. Be relatable. Take time to choose your stories. In the same way, if your pivot is too hard, they’ll say “not for me.” If your “after” is not relatable, and not what THEY want, you’ve missed the mark. “I finally own the 3 jets and the 7 corvettes I always wanted....Yay!” Many people, at least in our company, can’t relate to that. They may just want to start a savings to help their children pay for college, or maybe just piano lessons, or new soccer cleats each year?

**2. Your “SEVEN DAY START” Story**

IF YOU’RE BRAND NEW and you’re thinking “I don’t have a story yet...” or “You’re NOT brand new, but YOU’RE MENTORING NEW PEOPLE, consider creating “SEVEN-DAY START” STORY. Here’s how this might start for you if you’ve been using Young Living products for 10 months, and casually sharing for a bit, but NOW getting serious and ready to share with a potential brand partner: “I don’t know how you are in this area, but I’ve been using the oils and lotions I love and my house smells like a spa. For the last 10 months! But I’ve struggled with fear, like with being afraid of what friends would think if I start sharing about Young Living occasionally or hosting some fun DIY parties... But in the last 7 days, I read x, watched y, listen to z and pushed past that fear by abc....and here I am, 7 days later, less fear and feeling REALLY good about inviting you to do this with me!! I’ve helped 2 people jump in already!”

If you speak with someone who thinks, “I haven’t even started yet...” “I don’t have a story yet...” your solution/goal is help them figure out the answer to this question, “where could \*I\* be, after 7 days...?” And to help them create a VISION for their next 7 days, you share a **story** about something YOU did.

EXAMPLE: You want them to understand that in just **7 days**, they could do what you did!! If you share a story about what YOU did to overcome that fear, they may think, “oh, I could do that.” So your story could be, “I was afraid of...but decided to dig in, watch some video trainings, learn how to share stories (about my favorite skincare, or fave oil, or fave diffuser), and **in the last 7 days** I’ve gained confidence, and overcome some of that fear. Ack! **In the last 7 days** I’ve enrolled 2 friends, and **in the last 7 days** I’ve shown I’m serious about this, and have even had someone ask ME if they can be a brand partner after they saw it’s all basically just all about helping people and sharing stories!”

A close.... “My story’s not finished....I’m just getting started. I haven’t made a million dollars or even \$500 yet. I’m just still in my first 7 days. But I’m ready to do this again, over the next 7 days, and take this to the next level. I’d loooove you to do 7 days with me! Want to watch the video that helped me push past some fear?”

### **Who does this type of 7-day story attract?**

- NEW people
- Self-starters
- Those with vision
- Those with need

**These are the exact people you want to attract to your income opportunity.**

This leads me to my last “extra” tip:

### **3. THIRD PARTY STORY**

You can always tell someone else’s story. Introduce them to a mentor or a crossline, or another upline. Share someone’s story in a video. You can intro them to MANY different YL stories, or even company stories (foundation, etc.).

Remember: KNOW YOUR AUDIENCE. TELL THE THIRD PARTY STORY USING THE SAME format: before, pivot, now/after.

Tip 1: When using a third party story: EDIFY THE OTHER PERSON! “Sue doesn’t do these calls all that often, so I hope you can come! She’s become such a great friend, on top of having huge success in Young Living — I hope you can come listen to Sue!”

Tip 2: Don’t just give them a professional intro, “She’s been with company for 6 years. For two years she just used product, then dove in, got some training, and now she and her colleagues together have grown into a full-time income!” Say all that sure, but FINISH with a ‘character’ intro.... What I like best about Sue is WOW...she’s a great mom, wife, family person, friend, and she’s extremely kind and loyal... She’s not just a

colleague, but she's become a sweet, forever friend. We even travel together! My hubby and daughter absolutely love her." You do this to TRANSFER all that TRUST, credibility and LOVE that you have for "Sue" (the person teaching).....to your prospect/friend.

RANK YOURSELF AGAIN. Give yourself a score.... 1 - 10 with how good you're doing at sharing your story. See? We ALL have room for growth and improvement!

### **A CALL TO ACTION [PART THREE]**

CHALLENGE: Write out a Before > Pivot > Now/After story... But make it future based. At the end of this year, what will you look back and say about this year?

"It's the end of 2021 and I'm so grateful!! At the beginning of the year I was....but then I dove into really understanding and mastering storytelling!! I listened to Sandi Weldon Boudreau give a basic training and then I dove into other trainings...and then just practiced it!! Every day I shared my story!! And here, I am.....MORE confident, getting results, unafraid, and LOVING helping others!"

By doing this: You're answering what was life like before you "mastered" storytelling, how you did this (who helped you learn how to share your story, include books, podcasts - multiple resources!), and where you are you now....write it out.

THEN: Work backwards. Write down your fear. How will you take massive action to overcome it in the next SEVEN days? Create your "7-DAY START" story. Meaning: Write out what you learned after your 7 days of massive action (going live 7 days in a row, talking to 2 friends every day for 7 days, sharing your story in some format every day for 7 days, etc.)

Re-watch this video if you need to review what the 7-day story is.... You're basically looking at your fear, or need, or goal. Then you're deciding to do something extreme for 7 days. Taking action will propel you to push past the fear, create some confidence, and build belief....and will help you get to where you want to be, and create momentum. Then SHARE that with people a little behind you who need to see how you overcame it (or at least made progress to overcoming it) in JUST SEVEN DAYS.

### **One of my stories.....let's break it down.**

{BEFORE} I was sitting on a beach in Santa Monica, staring at the waves, breathing in the salty air, brand new to Young Living, and kind of excited, kind of scared — wondering if Young Living may be for me. I didn't know if I'd even earn enough to cover the cost of my orders, and was worried people would think I was salesy and super concerned I'd lose friends. Didn't know if I could do it. So much doubt. Worried I wouldn't love it and would never find a job I really loved.

## Do you know someone who may relate?

{PIVOT} After listening to a few stories of those who were where I wanted to be... After choosing to read books like [The Four Year Career](#) and [How to Build Network Marketing Leaders](#))... After doing x for 7 days.... After watching a short video about...

## Do you know someone who could do any of those things?

{AFTER/NOW} ...I'm now in a position where I make enough to not only cover my orders, but I can now host fun parties and gatherings where I can provide plenty of xy or z, without worrying about the cost. I absolutely LOVE my new job of mentoring others, and have not only NOT lost friends, but instead I've GAINED friends. I'm no longer afraid people will think I'm spammy, bc I've learned skills that help people feel comfortable and trusting. I value that. People still say no sometimes, but I get YESSES from those who are ready.

## Do you know someone this might give hope to?

### ALWAYS CLOSE A PRESENTATION WITH A HEART STORY

**Just 7 years ago...** I was sitting on that beach, burdened with so much, including six-figures in debt. But here we are, 7 years later, and we just bought a little mountain cottage with a spring, an old barn we'll renovate, and a chicken coop with no chickens yet...just a family of flying squirrels so far. But it's a dream. I love simple.

**My question for you: Where might you be, SEVEN years from tonight**, if you master the art of storytelling, and have the right growth mindset?

Maybe you'll wake up in your own little mountain cottage, listening to a little waterfall on your property, setting your own work ours, mentoring and working with some of your favorite friends (btw, some you haven't even met yet), teaching skills like this, so they can level up to where you are.

GOAL: Master the art of storytelling (and mindset), and help others master it too.

I believe we're to be bold, courageous, to NOT be afraid, to not be discouraged. How do you "not be afraid?" Take massive action. Craft your 7 day challenge. How do you become courageous? Share your stories, all kinds, with a heart of service and LOVE, not fear.

Cheering for you!

If you'd like to learn more, please share this link with them — thanks!  
[sandiboudreau.com/storytelling-tips](http://sandiboudreau.com/storytelling-tips)